

FORMICA

WALL COVERING

BASING • CABINET, COUNTER AND TABLE TOPS

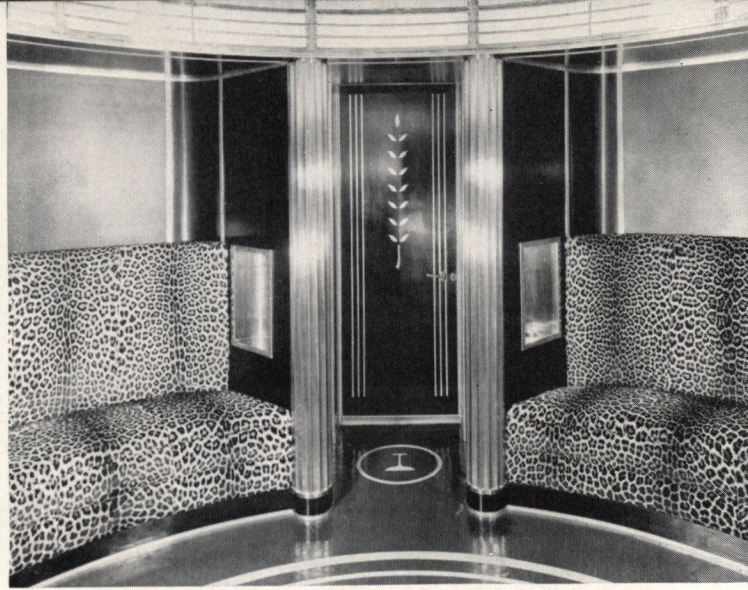


MODERN MATERIAL OF STRIKING COLOR,
SURFACE AND DECORATIVE FLEXIBILITY!

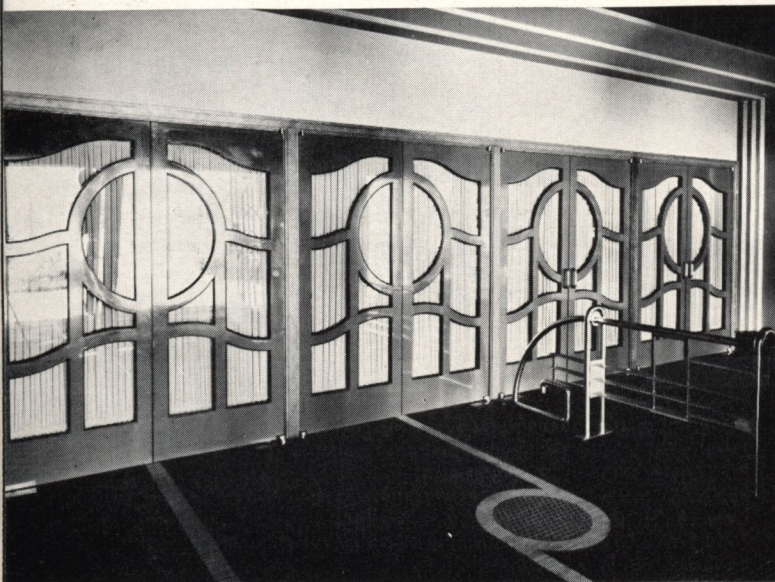
THE FORMICA INSULATION COMPANY • • • CINCINNATI, OHIO



● Formica Table Tops in the main lounge of the Dutch steamer, "Nieuw Amsterdam."



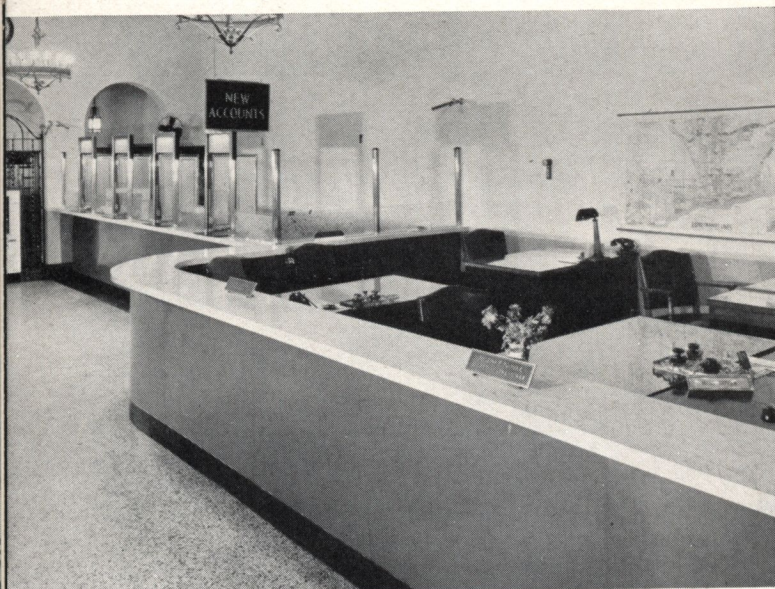
● Recreation Room Formica Doors and Panels in the home of Nathan Goldblatt, Wilmette, Ill. Designed by Benjamin Marshall & Associates, Evanston, Ill.



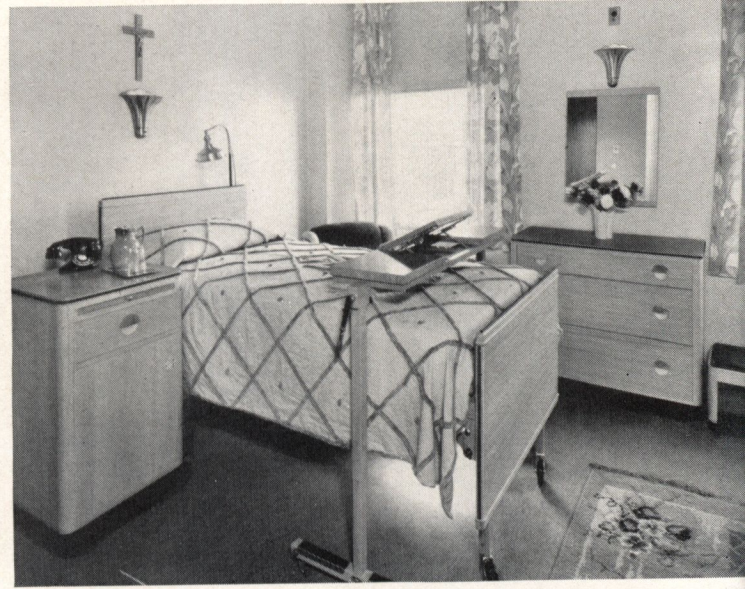
● Formica Doors in Warner Brothers Colony Theatre, Shaker Square, Cleveland, Ohio. John Eberson, Architect.



● Formica Table Tops in the factory cafeteria of Eli Lilly & Co., Inc.



● Formica Counter Top and Counter Paneling in the Home Federal Savings & Loan Offices in Chicago. Designed by Wesley & Jones, Chicago.



● Formica Cigarette and Solution-proof Tops on bedside table and dresser in St. Michael's Hospital, Toronto, Ontario. Installed by T. Eaton & Co.

FORMICA INSULATION COMPANY

CINCINNATI, OHIO

BRANCH FACTORIES

NEW YORK, N. Y., 101 Park Avenue

CHICAGO, ILL., 111 No. Canal Street

SALES OFFICES

ATLANTA, GA., 526 Forrest Ave., N. E.
BALTIMORE, MD., 100 W. 22nd Street
BIRMINGHAM, ALA., 320 Brown-Marx Building
BUTTE, MONT., P. O. Box 166
CLEVELAND, OHIO, 523 Caxton Building
DALLAS, TEXAS, Santa Fe Building
DENVER, COLO., P. O. Box 275
DETROIT, MICH., 544 Book Building
HARTFORD, CONN., 647 Main Street
HAVANA, CUBA, 51 Calle Obispo
JACKSONVILLE, FLA., 418 Park Street
KANSAS CITY, MO., 310 E. 17th Street
LITTLE ROCK, ARK., 216 Donaghey Building
LOS ANGELES, CAL., 1117 Santee Street
MEMPHIS, TENN., 202 Builders Exchange

MIAMI, FLA., 144 N. E. 21st Street
NASHVILLE, TENN., 1207 Warner Building
NEW ORLEANS, LA., 4516 D'Hemecourt Street
PHILADELPHIA, PA., 201 Architects Building
PITTSBURGH, PA., 405 Penn Avenue
PORTLAND, ORE., Couch Building
QUINCY, MASS., P. O. Box 244
ROCHESTER, N. Y., 25 North Street
SALT LAKE CITY, UTAH, 204 Interurban Depot Building
SAN FRANCISCO, CAL., 123 Kansas Street
SEATTLE, WASH., 111 Canadian National Pier
ST. LOUIS, MO., 4535 Lindell Blvd.
TAMPA, FLA., 805 Peninsular Telephone Building
TOLEDO, OHIO, Second National Bank Building

Colorful, Lasting, Modern

Formica is a modern, plastic finishing material for all sorts of flat surfaces. It is very inert chemically and therefore spot and stain proof and, as it is cured under high pressure, is very hard and wear resistant.

Formica is available in a very wide range of colors and finishes and in satin, high gloss and morocco surfaces. Actual wood veneers are used as the top lamination of the Formica sheet in the "Realwood" type, producing a genuine wood finish with all the characteristics of a plastic.

Inlays in simple designs can be made by pressing one color over another when the sheet is made, or the inlay may be in metal in natural white or other anodized colors.

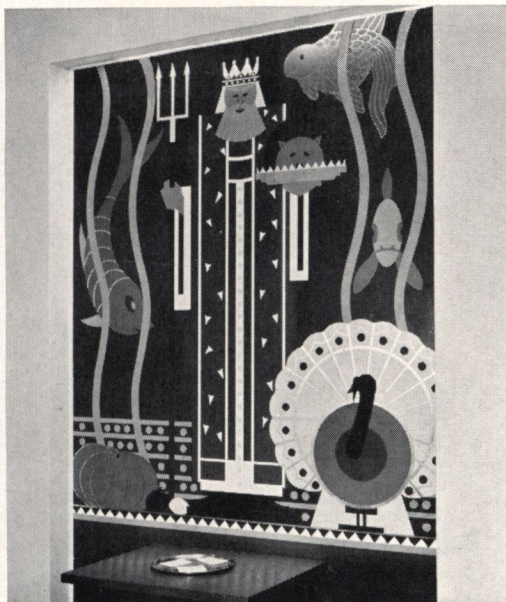
Realwood Formica—A new development in Formica of great interest to architects and designers

is this product in which an actual thin wood veneer is used as the top lamination of a Formica sheet, providing a wood finish sheet that is not imitative but offers the actual grain of real wood. It is a method of giving wood all the qualities of a plastic — stable color, resistance to abrasion, chemical inertness.

Forms of Formica—Formica is offered in the form of $\frac{1}{16}$ inch sheet which a wood working house can veneer to flat surfaces to produce table tops, wall paneling, etc. It is available as a wall board in three thicknesses. It may be had in the form of molded channels, angles and other special shapes. It may be purchased from the Formica factory already veneered to plywood and ready for installation as table and counter tops, wall paneling, etc.



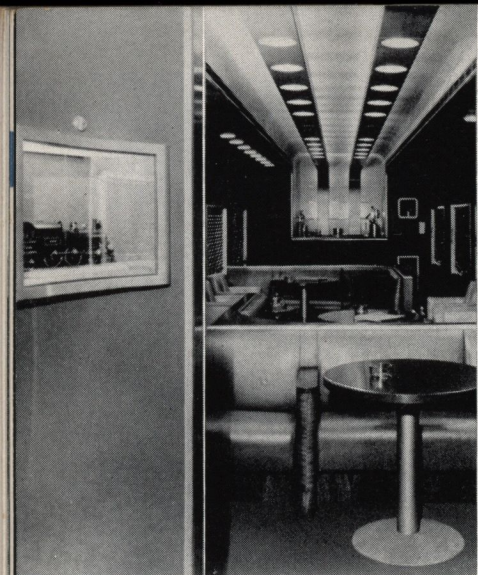
● This Soffitt or Ceiling in ivory colored Formica is one of the features of a chain store unit on State Street, Chicago.



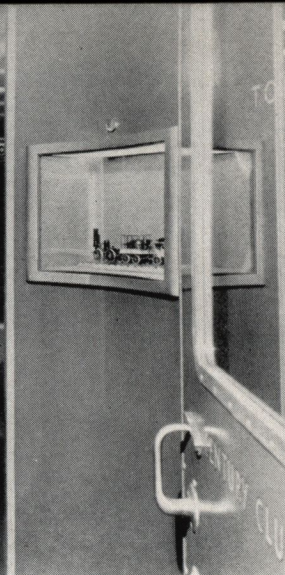
● Large Mural in many striking colors on the walls of Sholl's Cafeteria in Washington, D. C.



● Formica Bar Top and Table Tops in the bar lounge car on the Twentieth Century Limited of the New York Central Railroad. Designed by Henry Dreyfus.



● Formica Paneling about the Doors and Formica Table Tops in one of the cars of the Twentieth Century Limited.



● Formica Wall Covering on the Bath Room of the Chicago home of Irving Solomon.

Table and Counter Tops

Formica table tops are the leading equipment of that sort for public rooms where table tops must stand severe service and at the same time contribute something to the decorative treatment of the room — in restaurants, hotels, steamships, and de luxe trains. These tops may be strikingly colorful and with inlays may add a great deal to the decoration. The edges may be the same color as the top surface or the same color with lines in a contrasting color, or silver and black, or in the case of the Type M top plain white metal in the form of a heavy extruded aluminum molding.

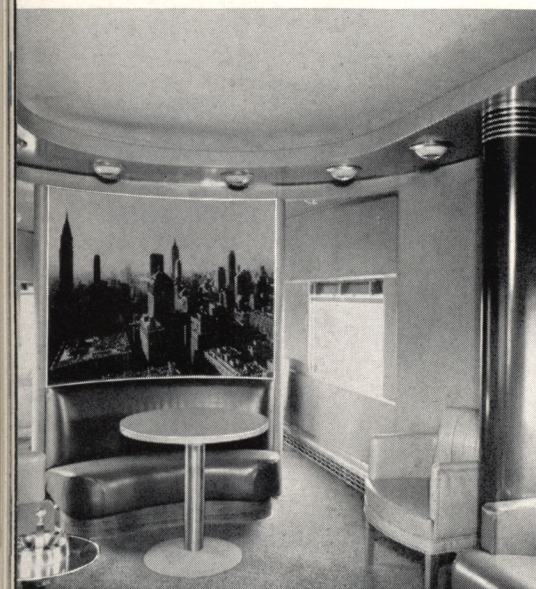
Formica tops are built by veneering $\frac{1}{16}$ inch Formica sheet to five-ply wood. If cigaretteproof grade is specified, the tops are guaranteed not to be injured by lighted cigarettes. There is also a waterproofing ply of Formica on the bottom of all tops to minimize warping.

Counter Panels—Formica panels are used on all sorts of counters, bars, soda fountains. This may be a Formica surface on hardboard, a kind of wall board attached to a wood or metal back. It may be a Formica sheet built on sheet metal as a center, or it may be $\frac{1}{16}$ inch sheet veneered to plywood in much the same way that table tops are built.

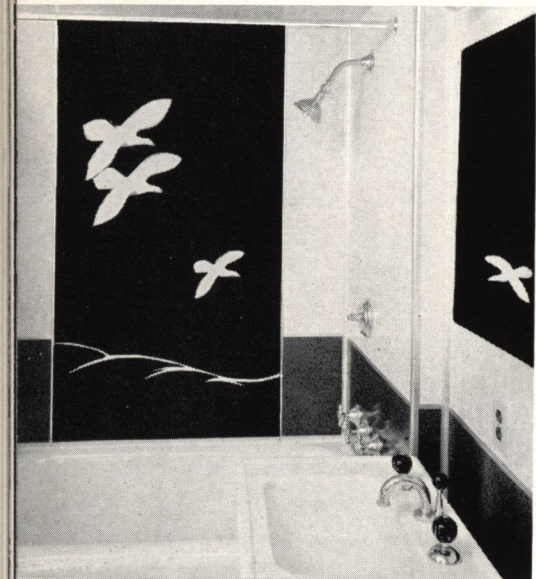
Wainscot—The material used for this purpose is a Formica sheet with hardboard used as the center, which is available in $\frac{5}{32}$, $\frac{9}{32}$ and $1\frac{1}{32}$ of an inch thick. It may be installed with Formica baseboard and with bright metal cover strips over the joints or it may be flush joint construction. Construction details for both types are shown in the detail on pages 8, 9 and 10. If cover strips are used, the edges of the Formica hardboard sheets are nailed to the backing and the heads of the nails are then covered with the metal molding. For this purpose the $\frac{5}{32}$ inch sheet is used. For flush joint construction the $1\frac{1}{32}$ inch sheet is recommended with tongue and grooved wood strips glued to the edges or with special hardware fastenings attached to the back of the sheets. The material is installed by carpenters. The sheet sizes are 24 and 36 inches wide and 42, 84 and 96 inches long.

Basing and Mop Boards—Formica is used for basing on show cases or mop boards in rooms in the form of molded channels — made in widths of 4 to 8 inches with no fractional sizes and backed with wood. It may be provided with nails protruding from the wood at the back so it merely has to be pounded into place. It may have either a beveled or a round top. Some makers also build show cases by gluing $\frac{1}{16}$ inch Formica sheet to the bottom of the case. The material is very resistant to alkalies in washing solutions and will give long service without deterioration of the surface.

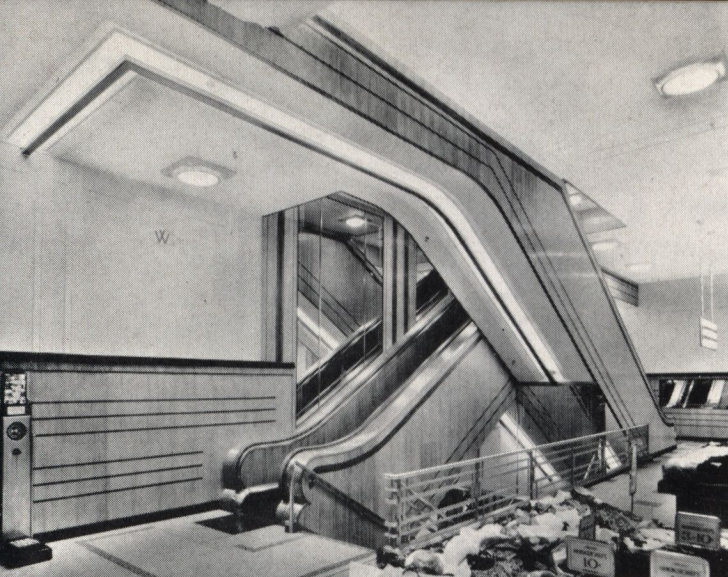
Doors of Formica—These are flush type doors with either wood or fireproof cores and with such inlays in metal or Formica as may be desired. The doors are made by veneering $\frac{1}{16}$ inch Formica to specially constructed wooden door cores with hardwood inserts where the hinges are attached. Fireproof doors may be made by attaching $\frac{1}{16}$ inch Formica sheet to standard Kalamein doors.



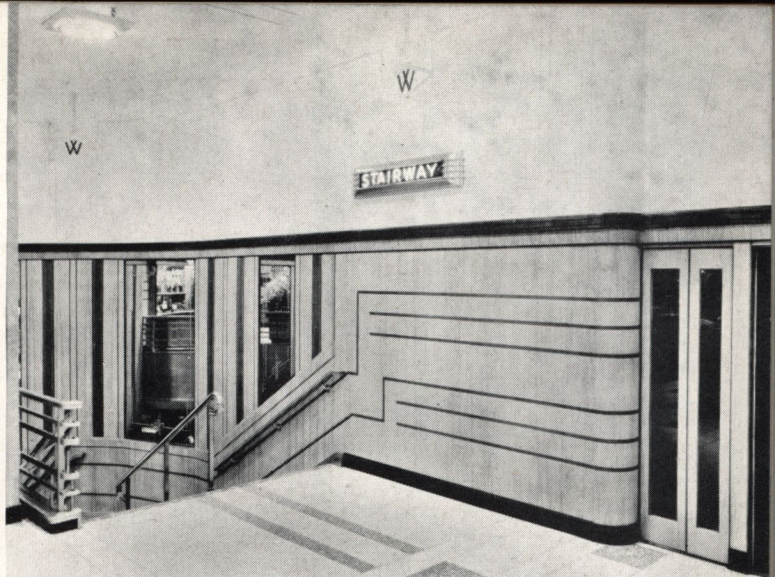
● Formica Table Top in the main lounge of the observation car on the Twentieth Century Limited.



● Formica Inlay in the bath room of I. F. Murdock, Squantum, Mass. Gunnar Peterson, Architect.



● Formica Realwood Wall Paneling. Prima Vera with Walnut inlays in the master store of the F. W. Woolworth Company on Fifth Avenue, New York.



● Another view of the Realwood Wall Paneling in the New York store of the F. W. Woolworth Company.

Revolving Doors—Revolving doors and revolving door housings are offered by leading makers of revolving doors and may be in colors with inlays.

Elevator Doors—Formica surfaces with inlays in metal or Formica are available in standard elevator doors.

Kick Plates and Push Plates—These are cut from Formica sheet in any color or grade $\frac{3}{32}$ or $\frac{1}{8}$ inch thick. The edges are beveled and countersunk screw holes are provided for fastening them in place.

Window Stools—These are made with a molded Formica channel into which wood is glued. The ends are veneered with Formica sheet. Stools are fabricated to dimensions at the factory.

Kitchen Cabinet and Table Tops—On tops for kitchen cabinets and tables, butlers' dressers, and breakfast table tops, Formica is veneered to plywood if there is no sink involved. If there is a sink the tops may be built by veneering Formica to asbestos board which will not change dimensions with moisture absorption or of solid Formica sheet about $\frac{1}{4}$ inch thick and a wood frame which is finished with Formica on the edges. The edges of the sink hole are covered with Formica. There is a backsplash of Formica cemented to metal or one with Formica glued to wood depending on the type of board or service for which it is intended. These tops may also have end splashes and raised edges at the front to keep water from running off the top.

Formica Tops for Bedroom Furniture—In hotels, clubs and steamships where the tops of bed or state room furniture are sometimes marred by smokers, they can be protected by a "cigaretteproof" Formica sheet. On new furniture these are ordinarily put on at the furniture factory; they can also be cemented or mechanically fastened to furniture that is already in use.

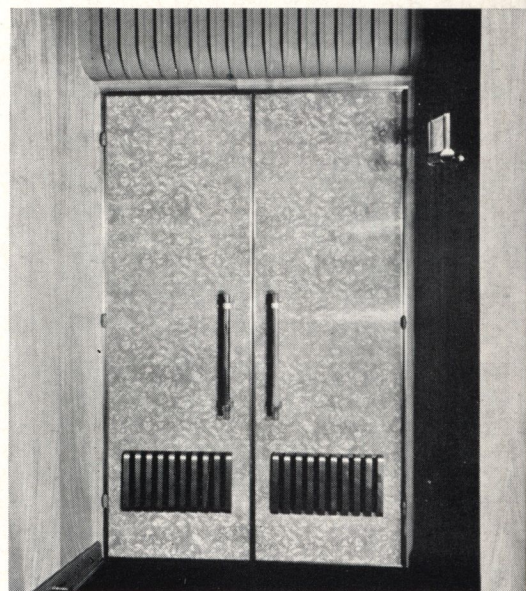
Elevator Cab Interiors—Formica on hardboard may be used to line elevator cabs. It will stand a lot of wear and will not be injured by moisture from umbrellas, wet rain coats and other clothing. It is used also on the walls of elevator lobbies in many buildings.

Ornamental Signs—Formica signs may be produced by inlaying lettering of one color of Formica on a contrasting field color or by inlaying white or other colored metal. Signs may also be printed in gold or silver by the Verichrome process. Translucent Formica may be made with a white body and opaque colored surface. The opaque surface may be sand-blasted away to form a sign.

Translucent Formica—This is made in white and several colors. It may be had with an opaque face in any Formica color. Translucent Formica is made in flat sheets only, in various thicknesses, but these sheets may be heated in warm water and bent to a radius so that they will serve some of the purposes of tubing. Modern lighting fixtures using flat translucent sheet have been designed and are available from certain fixture manufacturers.

Fabrication and Distribution—The main plant of the Formica Insulation Company at Cincinnati carries many varieties of Formica sheet in stock and produces sheets to order in about two weeks. There are branch factories with stocks and cutting equipment in New York and Chicago. The material is fabricated to architects' details for erection by others.

Special publications are available giving more detailed information on wainscoting, soda fountains, doors, table tops, etc.



● Formica Doors in a light mottled finish in the Cine Theatre, Chicago. Specified by E. W. Co., George L. Rapp.



● Formica Wall Paneling in the bath of one of the de luxe suites on the flagship of the Holland-American line, the steamer "Nieuw Amsterdam."



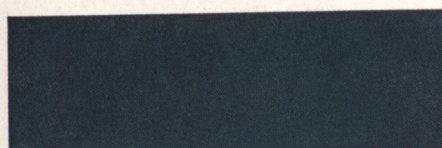
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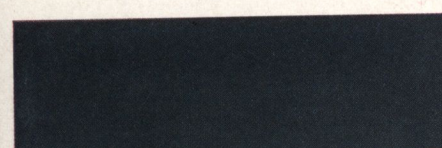
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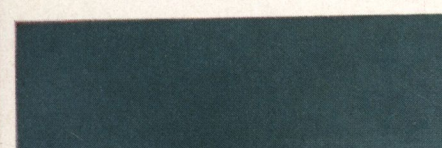
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B-No. 106



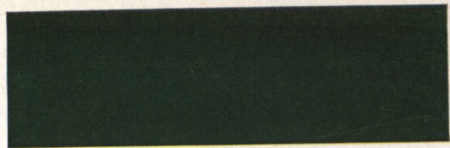
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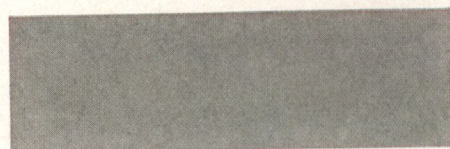
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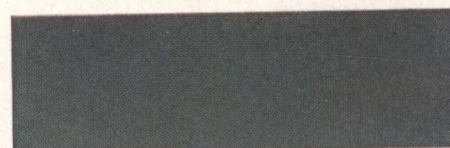
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B-No. 111



B-No. 113



B-No. 107



B-No. 32



B-No. 59



B-No. 108



B-No. 35



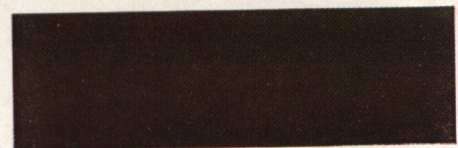
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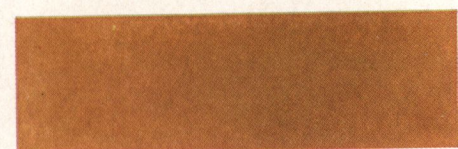
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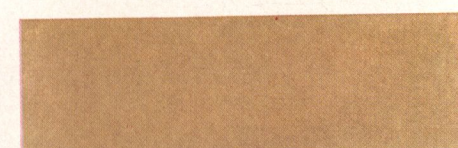
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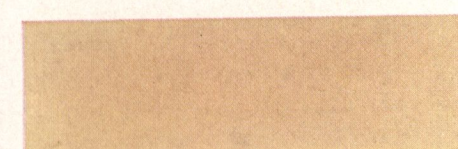
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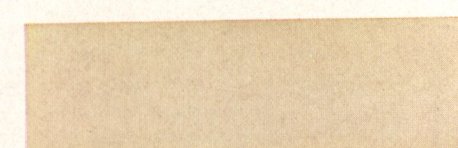
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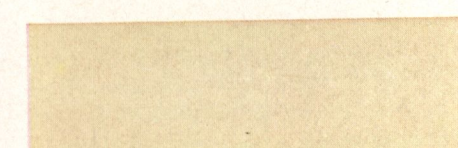
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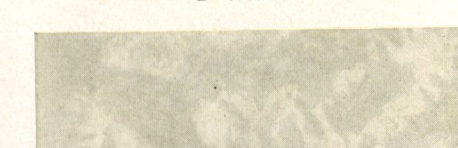
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B-No. 524



B-No. 103



No. 24-DECORATED

Note: Ribbon Prima Vera, Zebra Wood, Satin Wood, Quartered Walnut, Claro veneer is used as the top lamination of the Formica sheet. Finishes numbered 16



No. 1703



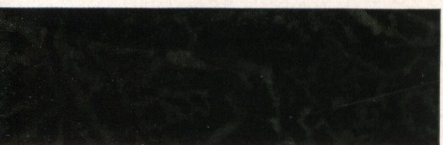
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No. 29-DECORATED



G-No. 1386



No. 1705



No. 1704



RIBBON PRIMA VERA



ZEBRA WOOD



SATIN WOOD



No. 1603



QUARTERED WALNUT



No. 1602



CLARO WALNUT



LACE WOOD



No. 1601



FIGURED MAHOGANY



No. 1626



No. 1612



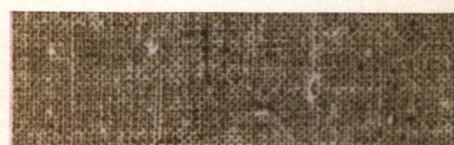
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H-No. 902



INLAID DESIGN



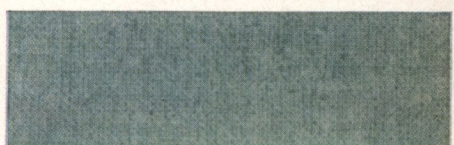
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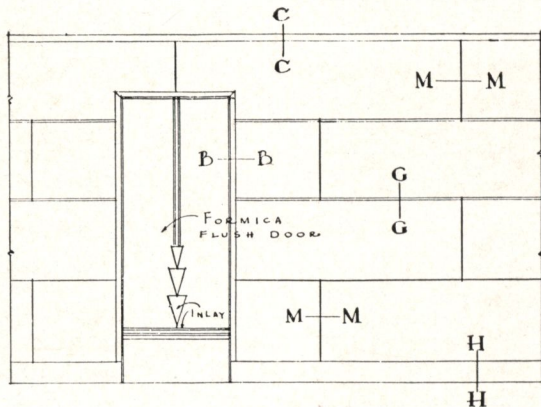
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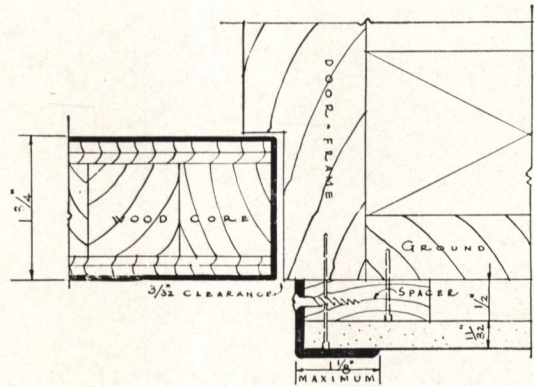
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Wood, and Figured Mahogany are "Realwood Formica"; that is, an actual wood
, 1626 and 1612 are imitation woods made with printed photographic grains.

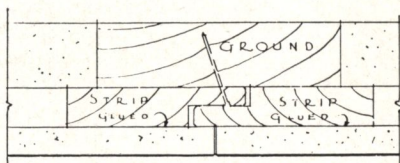
FORMICA



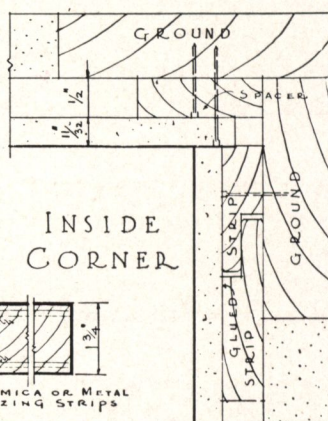
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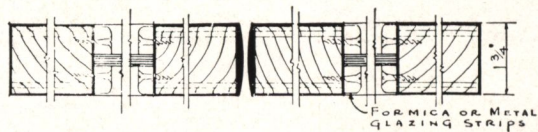
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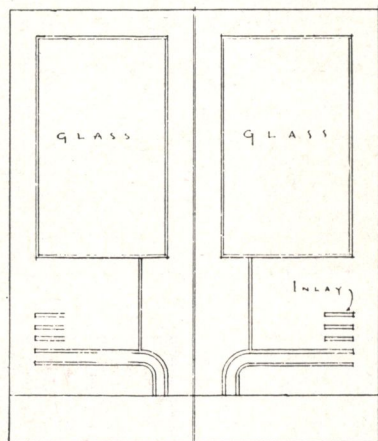
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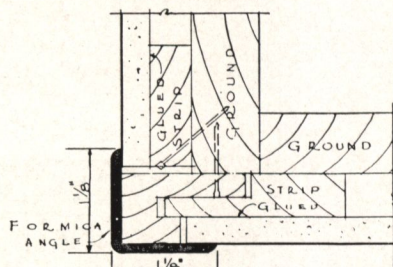
INSIDE CORNER



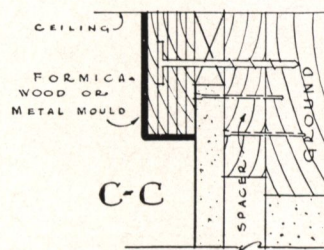
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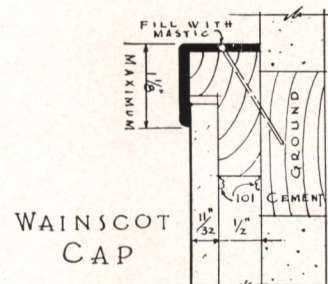
ELEVATION
FORMICA DOORS



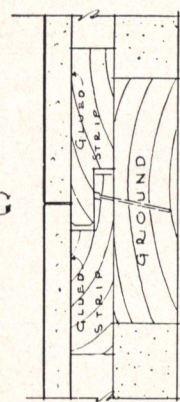
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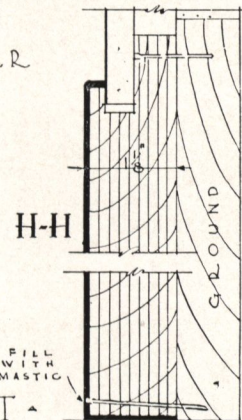
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WAINSCOT
CAP



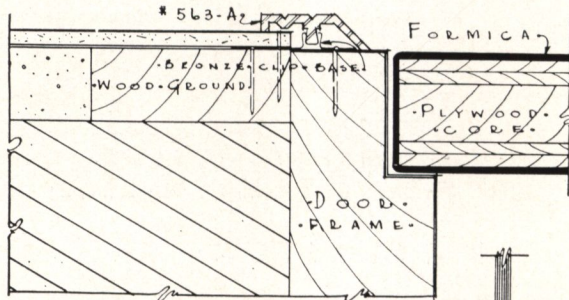
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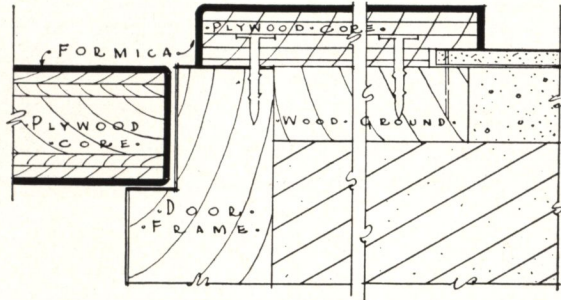
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INTERIOR FLUSH JOINT WAINSCOT

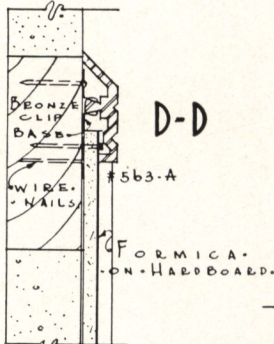
FORMICA



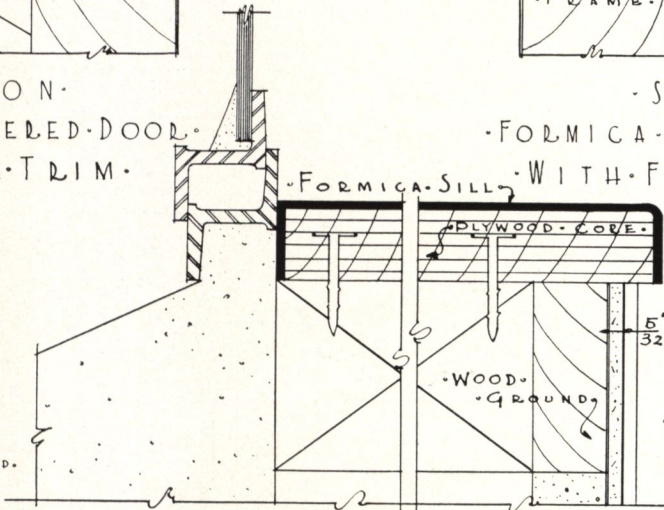
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FORMICA-VENEEDED-DOOR.
WITH-METAL-TRIM.



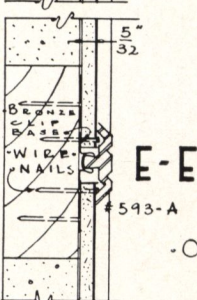
SECTION.
FORMICA-VENEEDED-DOOR.
WITH-FORMICA-TRIM.



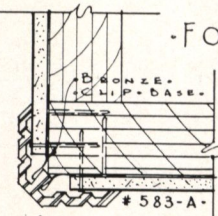
D-D



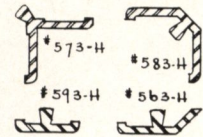
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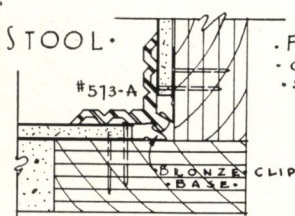
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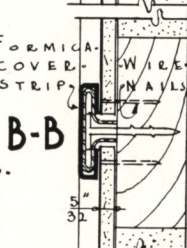
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OUTSIDE-CORNER.



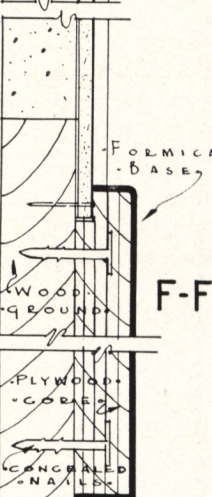
ALTERNATE
SECTIONS.



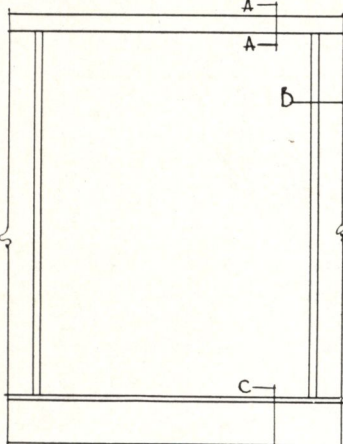
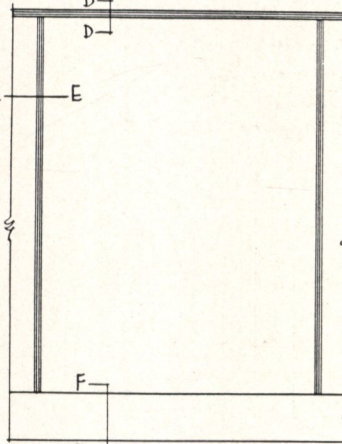
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INSIDE-CORNER.



B-B

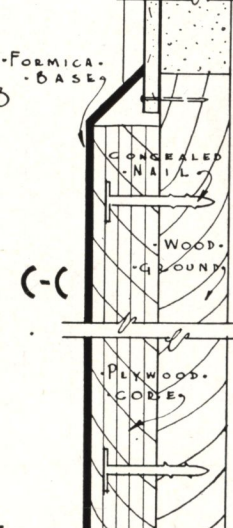


F-F



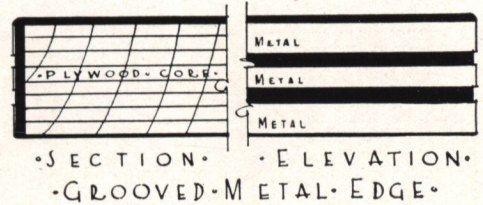
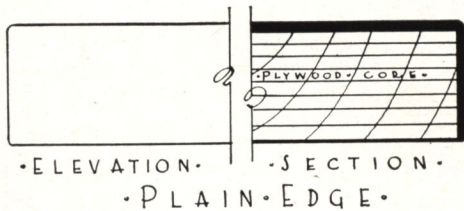
TYPICAL-ELEVATIONS.

STANDARD-WAINSCOT-DETAILS.

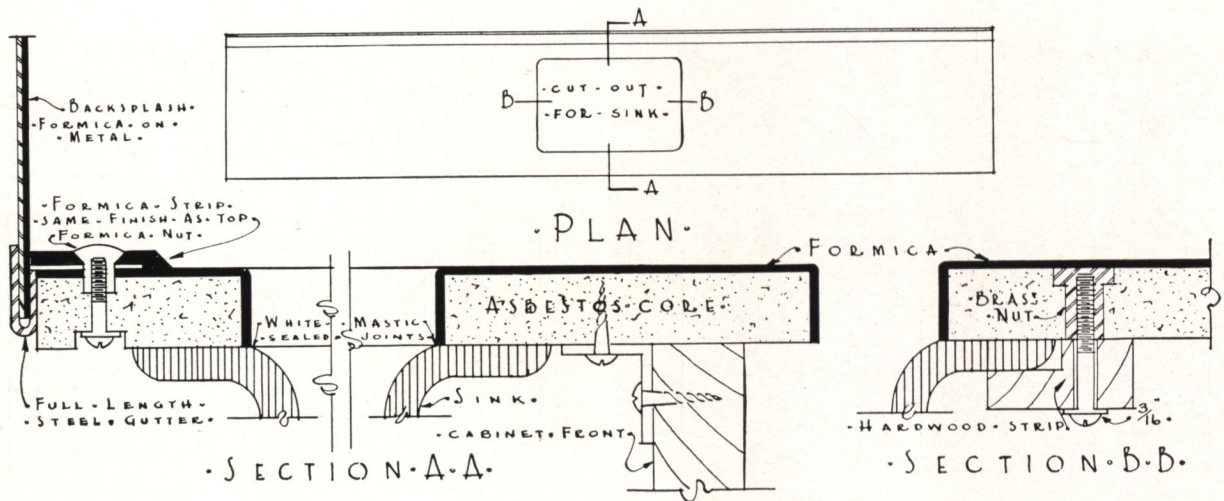


C-C

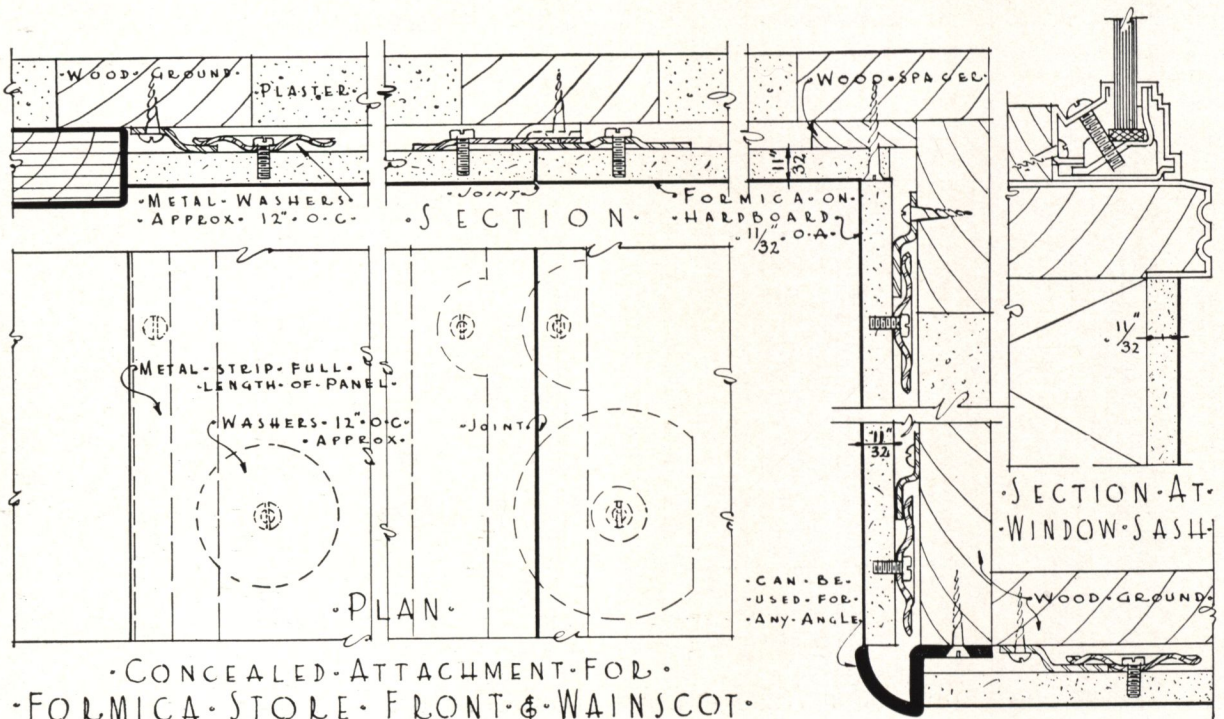
FORMICA



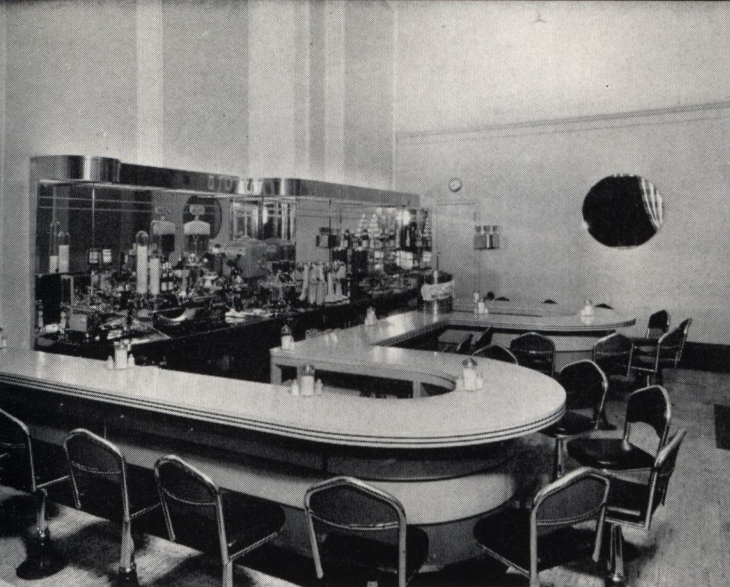
• COUNTER • & • TABLE • TOP • CONSTRUCTION •



• FORMICA • DRAINBOARD • CONSTRUCTION •



• CONCEALED • ATTACHMENT • FOR •
• FORMICA • STORE • FRONT • & • WAINSCOT •



● Formica Counter, curved and colorful, in Rocky's Sodette, Book Building, Detroit, Michigan.



● Formica Table Tops and Wall Paneling in a special Murray Blue in one of the large units of Murrays, Inc., a leading Canadian Restaurant Chain.



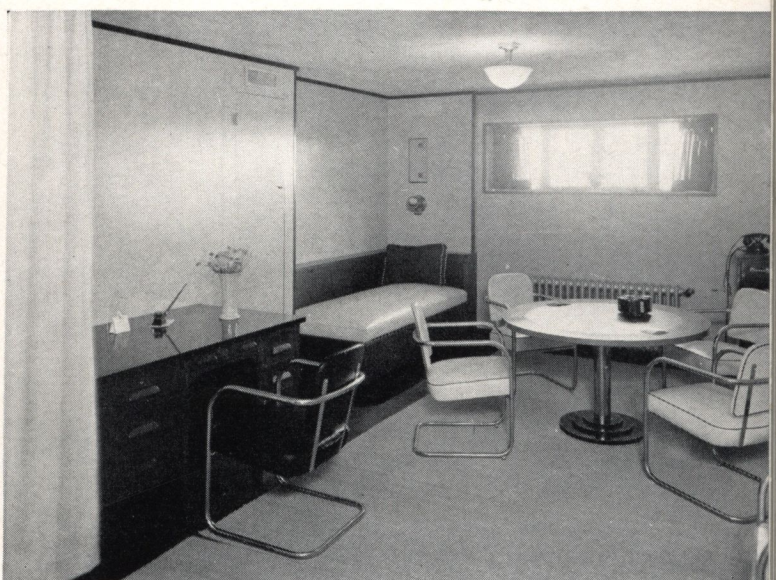
● Formica Table Tops, Counter Tops and Wall Paneling, home of I. F. Murdock, Squantum, Mass. Gunnar Peterson, Architect.



● Formica Linen Finish Table Tops, coffee shop of the Cornhusker Hotel at Lincoln, Nebraska.



● Formica Counter with White Paneling in the Read Drug Store, Howard and Lexington Streets, Baltimore, Md.



● Formica Tops and Wall Paneling in a home designed by Gunnar Peterson, Architect.

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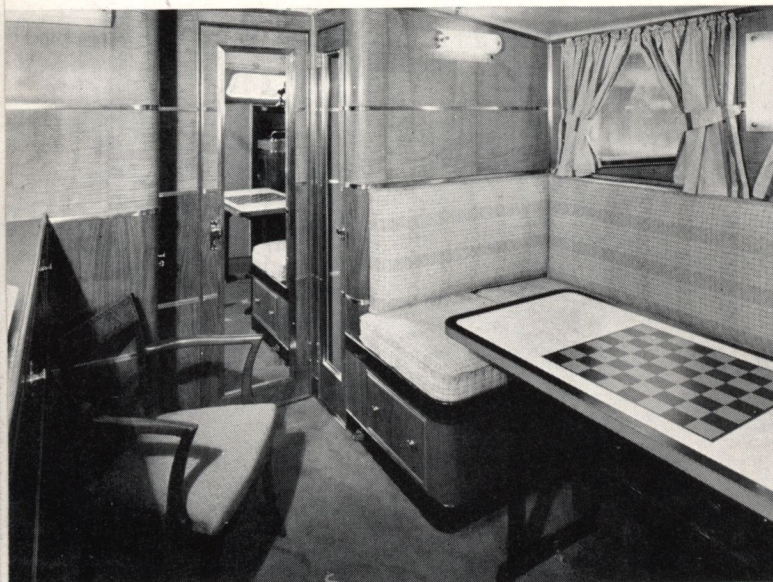
From the collection of:
Robert Vail Cole Jr, AIA
1962 - 2011



● Formica Table Tops in oak finish in a large school building in up-state New York. Installed by Brayton & Co., Utica.



● Formica Counters and Column Covering in the luncheonette of the Shillito Department Store at Cincinnati.



● Formica Realwood Paneling and Game Table Tops in a private yacht built for use in the Philippines.



● Formica Counter Tops on a Glass Brick Counter in Mammy's Waffle Shop.



● One of the new type "open" Prescription Counters worked out in black Formica with silver inlays. Read Drug Company, Baltimore, Md.



● Formica Tops with center sliding unit in the Elizabeth Arden Beauty Salon at 70 West Walton Place, Chicago. Specified by Holabird & Root.